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QUALITY LABELS PROVIDE GUIDE IN BUYING CANNED FRUITS AND VEGETABLES

"Canned food labeled according to quality makes the food budget problem easier," _____ (Home Demonstration Agent) reminds homemakers.

"Cans without grade labels, particularly tin cans, may hide either good or poor quality. They hinder the shopper who tries to select the quality she needs, and for which she is willing to pay. Homemakers who have given serious thought to food buying realize that a lower quality, provided it is wholesome, is often sufficiently good. Perfection in size, shape, and color in canned fruit or vegetables makes a great difference when appearance counts most. But, perfection in these qualities makes little difference if the product is minced, pureed, or combined thoroughly with another food in the preparation of appetizing and healthful dishes. Buying lower quality for such use means a saving in money."

Buying a quality suitable for its purpose, however, is difficult without grade labels. Problems arising from the use of so many different types of labels, with lack of uniformity, have brought about a keen interest in Government grade labeling based on quality standards developed by the Agricultural Marketing Service of the U. S. Department of Agriculture.

Labels, according to these marketing experts, should carry a concise statement of quality in such simple terms as "Grade A," "Grade B," or "Grade C," and also further descriptive information, pertaining, for instance, to the form of the product--whether whole, slices, or pieces, the number of servings, and the sweetness of the sirup on fruit. The quality grade plus the descriptive material gives the homemaker an opportunity to judge what the canned product is worth to her.

"This year, many more canners and distributors are using the ABC labels," says _____. "Homemakers who wish more information about grading of canned food and grade labels will want a copy of the new leaflet, 'The ABC of Canned Fruit and Vegetable Labeling.' In brief, easy-to-read style, it tells about (simple ABC labels) U. S. ABC labels and the Government's continuous factory inspection experiment, and lists the commodities on which these labels may appear. The leaflet is free upon request from the Agricultural Marketing Service, U. S. Department of Agriculture, Washington, D. C."

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